

**Amendments to the Claims:**

The listing of claims below will replace all prior versions and listings of claims in this application.

**Listing of Claims:**

1. (Previously Presented) In a client system, a method of operation comprising  
providing an advertisement publisher with a profile of the user of client system;  
caching a plurality of advertisements of various time lengths; and  
causing one or more of said cached advertisements to be  
synchronously rendered during an advertisement time slot of a streaming program, replacing advertisements, if any, included in the streaming program for the advertisement time slot.
2. (Previously Presented) The method of claim 1, wherein said caching of a plurality of advertisements of various time lengths comprises obtaining an advertisement targeted at said profile of the user of client system.
3. (Original) The method of claim 2, wherein said profile of the user of client system comprises selected ones of a plurality of demographic and interest characteristics of the user.
4. (Original) The method of claim 2, wherein said profile of the user of client system comprises geographic information of the user.
5. (Original) The method of claim 2, wherein the method further comprises receiving said advertisements of various time lengths from the advertisement publisher.

6. (Original) The method of claim 2, wherein the method further comprises receiving locations of said advertisements of various time lengths from the advertisement publisher, and retrieving said advertisements of various time lengths from said locations.

7. (Currently Amended) In a client system, a method of operation comprising:  
providing an advertisement publisher with a profile of the user of client system;

adaptively retrieving a plurality of advertisements in a manner that is consistent with a quality objective for receiving and rendering said streaming program on said client system;

    caching said plurality of advertisements of various time lengths; and  
    causing one or more of said cached advertisements to be synchronously rendered during an advertisement time slot of a streaming program, replacing advertisements, if any, included in the streaming program for the advertisement time slot.

8. (Original) The method of claim 7, wherein said adaptive retrieving comprises monitoring one or more performance metrics that are indicative of whether the client system is meeting said performance objective for receiving and rendering said streaming program.

9. (Original) The method of claim 7, wherein said adaptive retrieving comprises adjusting at least one of an operational bit rate and an operational pulse rate.

10. (Original) The method of claim 1, wherein said caching of a plurality of advertisements of various time lengths comprises caching at least a selected one of 30 second advertisements and 60 second advertisements.

11. (Original) The method of claim 1, wherein the method further comprises receiving a notification of the advertisement time slot, including the advertisement time slot's time length.

12. (Original) The method of claim 11, wherein said receiving of a notification of the advertisement time slot comprises receiving the notification from a player of the client system receiving and rendering the streaming program.

13. (Currently Amended) The method of claim 11, wherein said receiving of a notification of the advertisement time slot comprises receiving the notification from an operating system service receiving a streaming of event notifications companion to the streaming program on behalf of a player of the client system.

14. (Original) The method of claim 11, wherein said receiving of a notification of the advertisement time slot comprises receiving the notification from a broadcaster of the streaming program.

15. (Previously Presented) The method of claim 1, wherein said causing of one or more of said cached advertisements to be synchronously rendered during the advertisement time slot comprises selecting one or more of said cached advertisements with their combined total time length at least equal to said advertisement time slot's time length.

16. (Previously Presented) The method of claim 15, wherein said causing of one or more of said cached advertisements to be synchronously rendered during the advertisement time slot further comprises blocking output of the streaming program for the duration of said advertisement time slot, and rendering the selected advertisements instead.

17. (Original) The method of claim 1, wherein the method further comprises notifying a publisher of an advertisement when rendering commences on the client system for the advertisement.

18. (Original) The method of claim 1, wherein the method further comprises notifying a publisher of an advertisement when rendering ceases on the client system for the advertisement.

19. (Original) The method of claim 1, wherein the streaming program is a streaming audio program, and the advertisements are audio advertisements.

20. (Original) The method of claim 1, wherein the streaming program is a streaming radio program, and the advertisements are audio advertisements.

21. (Original) The method of claim 1, wherein the streaming program is a streaming multimedia program, and the advertisements are multi-media advertisements.

22. (Original) The method of claim 1, wherein the streaming program is a streaming television program, and the advertisements are television advertisements.

23. (Original) The method of claim 1, wherein the method further comprises receiving the streaming program from a broadcaster and rendering the streaming program on said client system.

24. (Original) The method of claim 23, wherein the method further comprises receiving a stream of event notifications companion to the streaming program from the broadcaster and relaying notifications of advertisement time slots to an advertisement module responsible for performing said caching of advertisements and said causing of advertisements to be rendered.

25. (Previously Presented) An apparatus comprising:  
storage medium having stored therein programming instructions  
designed to enable the apparatus to  
provide an advertisement publisher with a profile of the user of  
client system;  
cache a plurality of advertisements of various time lengths, and  
synchronously render one or more of said cached  
advertisements during an advertisement time slot of a streaming program, to  
effectively substitute for advertisements, if any, included in said streaming program  
for rendering during said advertisement time slot; and  
at least one processor coupled with the storage medium to execute the  
programming instructions.

26. (Previously Presented) The apparatus of claim 25, wherein said  
programming instructions are designed to enable the apparatus to include as part of  
the performance of said caching of a plurality of advertisements of various time  
lengths, obtaining an advertisement targeted at said profile of the user of client  
system.

27. (Original) The apparatus of claim 26, wherein said profile of the user of  
client system comprises selected ones of a plurality of demographic and interest  
characteristics of the user.

28. (Original) The apparatus of claim 26, wherein said profile of the user of  
client system comprises geographic information of the user.

29. (Original) The apparatus of claim 26, wherein said programming  
instructions are designed to enable the apparatus to receive said advertisements of  
various time lengths from the advertisement publisher.

30. (Original) The apparatus of claim 26, wherein said programming instructions are designed to enable the apparatus to receive locations of said advertisements of various time lengths from the advertisement publisher, and retrieve said advertisements of various time lengths from said locations.

31. (Currently Amended) An apparatus comprising:  
storage medium having stored therein programming instructions designed to enable the apparatus to  
provide an advertisement publisher with a profile of the user of client system;  
adaptively retrieve advertisements in a manner that is consistent with a quality objective for receiving and rendering said streaming program on said client system;  
cache said advertisements of various time lengths, and  
synchronously render one or more of said cached advertisements during an advertisement time slot of a streaming program, to effectively substitute for advertisements, if any, included in said streaming program for rendering during said advertisement time slot; and  
at least one processor coupled with the storage medium to execute the programming instructions.

32. (Original) The apparatus of claim 31, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said adaptive retrieving, monitoring of one or more performance metrics that are indicative of whether the client system is meeting said performance objective for receiving and rendering said streaming program.

33. (Original) The apparatus of claim 31, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said adaptive retrieving, adjustment of at least one of an operational bit rate, and an operational pulse rate.

34. (Original) The apparatus of claim 25, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said caching of a plurality of advertisements of various time lengths, caching of at least a selected one of 30 seconds advertisements and 60 seconds advertisements.

35. (Original) The apparatus of claim 25, wherein said programming instructions are further designed to enable the apparatus to receive a notification of the advertisement time slot, including the advertisement time slot's time length.

36. (Original) The apparatus of claim 35, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said receiving of a notification of the advertisement time slot, by having an advertisement module receives the notification from a player of the apparatus receiving and rendering the streaming program.

37. (Original) The apparatus of claim 35, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said receiving of a notification of the advertisement time slot, by having an advertisement module receive the notification from an operating system service, of the apparatus receiving a streaming of event notifications companion to the streaming program on behalf of a player of the streaming program of the apparatus.

38. (Original) The apparatus of claim 35, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said receiving of a notification of the advertisement time slot, receipt of the notification from a broadcaster of the streaming program.

39. (Previously Presented) The apparatus of claim 25, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said synchronous rendering of one or more of said cached advertisements during the advertisement time slot, selection of one or more of said cached advertisements with their combined total time length at least equal to said advertisement time slot's time length.

40. (Original) The apparatus of claim 39, wherein said programming instructions are designed to enable the apparatus to include as part of the performance of said synchronously rendering of one or more of said cached advertisements during the advertisement time slot, blocking of output of the streaming program for the duration of said advertisement time slot, and rendering of the selected advertisements instead.

41. (Original) The apparatus of claim 25, wherein said programming instructions are further designed to enable the apparatus to notify a publisher of an advertisement when rendering commences on the client system for the advertisement.

42. (Original) The apparatus of claim 25, wherein said programming instructions are designed to enable the apparatus to notify a publisher of an advertisement when rendering ceases on the client system for the advertisement.

43. (Original) The apparatus of claim 25, wherein the streaming program is a streaming audio program, and the advertisements are audio advertisements.

44. (Original) The apparatus of claim 25, wherein the streaming program is a streaming radio program, and the advertisements are audio advertisements.



45. (Original) The apparatus of claim 25, wherein the streaming program is a streaming multi-media program, and the advertisements are multi-media advertisements.

46. (Original) The apparatus of claim 25, wherein the streaming program is a streaming television program, and the advertisements are television advertisements.

47. (Original) The apparatus of claim 25, wherein said programming instructions are designed to enable the apparatus to receive the streaming program from a broadcaster and render the streaming program on said apparatus.

48. (Original) The apparatus of claim 47, wherein said programming instructions are designed to enable the apparatus to receive a stream of event notifications companion to the streaming program from the broadcaster and relaying notifications of advertisement time slots to an advertisement module of the apparatus responsible for performing said caching and synchronous rendering of advertisements.

49. (Previously Presented) A system comprising:  
    first server providing  
        at least one of advertisements of various time lengths, and  
locations of advertisements of various time lengths to a client;  
    second server providing  
        a streaming program to said client, said streaming program  
having one or more advertisement time slots; and  
    said client coupled with the first and second servers to  
        provide an advertisement publisher with a profile of a user of  
said client;  
        cache said advertisements of various time lengths, and  
        synchronously render one or more of said cached  
advertisements during an advertisement time slot to effectively substitute for

advertisements, if any, included in said streaming program for rendering during said advertisement time slot.

50. (Currently Amended) A system comprising:  
first server providing  
at least one of advertisements of various time lengths, and  
locations of advertisements of various time lengths to a client;  
second server providing  
a streaming program to said client, said streaming program  
having one or more advertisement time slots; and  
said client coupled with the first and second servers to retrieve  
advertisements of various time lengths in a manner that is consistent with a quality  
objective for receiving and rendering said streaming program on said client;  
provide an advertisement publisher with a profile of the user of  
client system;  
cache said advertisements of various time lengths, and  
synchronously render one or more of said cached  
advertisements during an advertisement time slot to effectively substitute for  
advertisements, if any, included in said streaming program for rendering during said  
advertisement time slot.

51. (Original) The system of claim 50, wherein said client is equipped to  
monitor one or more performance metrics that are indicative of whether the client is  
meeting said performance objective for receiving and rendering said streaming  
program.

52. (Original) The system of claim 50, wherein said client is equipped to  
adjust at least one of an operational bit rate, and an operational pulse rate.

53. (Original) The system of claim 49, wherein said client is equipped to  
provide a third server coupled with the client, a user profile of a user of the client.

54. (Original) The system of claim 49, wherein said client is equipped to notify a third server when rendering commences on the client for an advertisement.

55. (Original) The system of claim 49, wherein said client is equipped to notify a third server when rendering ceases on the client for an advertisement.